

This listing of claims will replace all prior versions and listings of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A counter display for articles such as perfumes or cosmetic products adapted to be suspended from a ceiling, the display comprising:  
a display element to which the articles are designed to be attached;  
a connecting element including a vertical panel extending between a lower end secured to the display element and a said an upper end;  
a display element configured to support the articles, the display element being coupled to the vertical panel lower end and oriented relative to the vertical panel at an angle of less than 135°;  
including a pivot structure having a first end coupled to the vertical panel upper end and a second end coupled to the ceiling, wherein the pivot structure first end is rotatable relative to the pivot structure second end around only a vertical pivot axis, designed so as to be pivotally mounted with respect to a ceiling forming the upper part of a piece for thereby suspending said display element from the ceiling with no contact with the ground; and  
a mirror attached to said connecting element vertical panel, said mirror being arranged such that a person standing in front of the display element can observe his/her image in said mirror; and  
a vertical panel to which the mirror is attached, the vertical panel extending downward via a support panel to which the display element is attached, the support panel being tilted downward relative to the vertical panel at an angle of between 90° and 135°.
2. (Previously Presented) The counter display as claimed in claim 1, wherein the connecting element has, first, a front face to which the mirror is attached and, second, a rear face to which a lighting system is attached.
3. (Canceled)

4. (Currently Amended) The counter display as claimed in claim 1, wherein the support panel ~~and vertical panel of the connecting element respectively have a~~ has a rear face opposite the mirror and said counter display has a lower face tilted downward and a ~~under the display element, said rear face to which and lower face having lighting systems are attached, which are thereto and said lighting systems are~~ covered by at least one substantially translucent cover that allows diffuse lighting toward the rear and toward the bottom of said counter display.

5. (Currently Amended) The counter display as claimed in claim [[2]] 1, wherein the connecting element comprises a vertical panel to which the mirror is attached, the vertical panel extending ~~extends~~ downward via the display element that is tilted relative to the vertical panel at an angle of between 90° and 135°.

6. (Previously Presented) The counter display as claimed in claim 5, wherein the vertical panel of the connecting element and the display element respectively have a rear face and a face tilted downward, to which faces lighting systems are attached, which are covered by at least one substantially translucent cover allowing diffuse lighting toward the rear and toward the bottom of said counter display.

7. (Currently Amended) The counter display as claimed in claim 4, wherein ~~in which~~ the cover comprises, first, a rear plate extending via a plate tilted downward and, second, transverse edges that link the rear plate and the plate tilted downward to the counter display in order, also, to allow lighting on the sides of said counter display.

8. (Previously Presented) The counter display as claimed in claim 1, wherein the upper end of the connecting element is formed by a bar provided with means for attachment to the ceiling, which allow pivoting of said bar relative to the ceiling about a vertical axis.

9. (New) The counter display as claimed in claim 1, wherein said mirror is flat.

10. (New) The counter display as claimed in claim 1, wherein the vertical panel is extended downward via a support panel to which the display element is attached, the support being tilted downward relative to the vertical panel at an angle of less than 135°.